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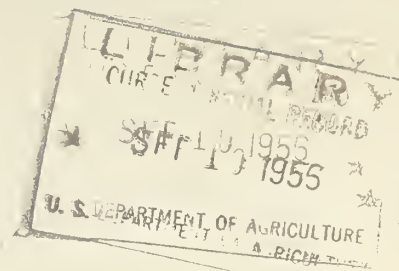
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Consumer Purchases of **SELECTED FRUITS AND JUICES**

BY REGIONS AND RETAIL OUTLETS

JANUARY-MARCH 1956



**UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
WASHINGTON, D. C.**

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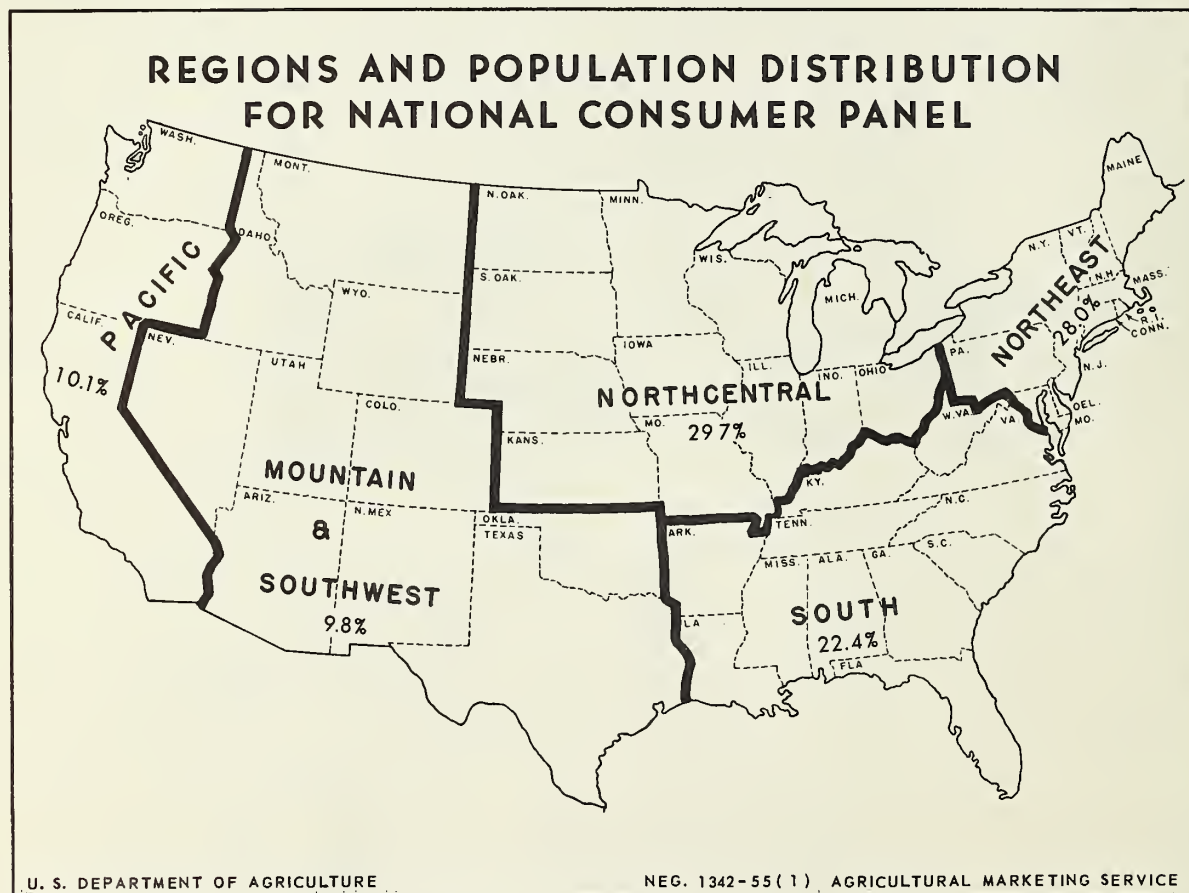
MAY 1956

FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946 (RMA, Title II).



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES, BY REGIONS
AND RETAIL OUTLETS, JANUARY-MARCH 1956

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets.

SUMMARY

Total purchases of frozen concentrated juices by United States householders during January-March 1956 were almost unchanged from a year earlier. Slightly lower purchases of frozen concentrated orange juice were almost offset by larger purchases of frozen concentrated grape juice and other frozen concentrated juices that householders purchase in relatively small volume. Prices paid during January-March 1956 for frozen concentrated orange juice averaged 2.2 cents higher for a 6-ounce can than in January-March 1955. Prices paid for frozen concentrated grape juice were lower than a year earlier, while the average of prices for other frozen concentrates were almost unchanged.

Purchases of frozen concentrate for lemonade, although lower than in the preceding quarter, were about 7 percent larger than in the corresponding quarter a year earlier. Purchases of single-strength orangeade were up sharply, and shelf-pack concentrate for orangeade up slightly from January-March 1955.

Householders reported paying prices that averaged lower than a year ago for frozen concentrate for lemonade and shelf-pack concentrate for orangeade. Prices paid for single-strength orangeade were almost unchanged.

United States householders bought about the same volume of canned single-strength juice during January-March 1956 as in the corresponding quarter of 1955. Purchases of canned single-strength citrus juices during January-March 1956 were about 7 percent smaller than a year earlier despite moderately larger purchases of grapefruit juice. The volume of canned orange juice bought was about 18 percent smaller than in the 3-month period January-March 1955.

Householders purchased slightly larger quantities of single-strength grape and pineapple juices and about 23 percent more prune juice than in January-March 1955. Tomato juice purchases were moderately lower than a year earlier. Although lower prices prevailed, householders purchased about an 18 percent smaller volume of single-strength lemon juice than a year earlier. Other single-strength juices for which prices were unchanged or lower than a year earlier--grapefruit, lemon, grape, pineapple, and prune--were purchased in larger quantities, while juices that were priced higher--orange, orange-grapefruit blend, and tomato--were purchased in smaller volume than a year earlier.

Fresh grapefruit was the only fresh citrus fruit purchased by householders in larger quantities during January-March 1956 than a year earlier. Larger

grapefruit purchases resulted entirely from increased purchases of Florida fruit. Householders bought slightly more fresh California-Arizona oranges during January-March 1956 than a year earlier, but as a result of lower purchases of Florida oranges and "unidentified" oranges, total purchases were below a year earlier. Fresh lemon purchases were slightly smaller than a year earlier, while tangerine purchases were about 18 percent below the volume bought in January-March 1955.

With the exception of grapefruit, for which householders paid practically the same price as a year earlier, higher prices were paid for other fresh citrus fruit.

FROZEN JUICES AND ADES

The volume of frozen concentrated orange juice bought by the Nation's householders during January-March 1956 was slightly smaller than the volume reported in this quarter of 1955. For the 6-month period October 1955-March 1956, householders purchases have been slightly under the level reported last season.

In January-March 1956, householders in all regions, except the Pacific, reported lower purchases than in the same quarter a year earlier. Prices paid by United States householders for frozen orange juice during January-March 1956 averaged 16.7 cents a 6-ounce can, about 2.2 cents higher than a year earlier. The highest average price paid--17.5 cents a 6-ounce can--was reported by householders in the Mountain-Southwestern region.

Independent retail food stores and regional chains accounted for a larger volume of householders' purchases of frozen orange juice during January-March 1956 than during the corresponding quarter a year earlier. Householders reported buying a 15-percent smaller volume in national chain stores.

Continued strong demand for frozen concentrated grape juice during January-March 1956 was evidenced by a purchase volume about 15 percent larger than in the corresponding quarter a year earlier. For the six-month period October 1955-March 1956, purchases were about 17 percent larger than in the same period a year earlier. Larger purchases than a year earlier were reported in all geographic regions during January-March 1956.

Purchases of frozen concentrate for lemonade during January-March 1956 fell below the volume reported in the preceding quarter, but were moderately larger--7 percent--than in January-March 1955. Lower purchases in the North-east and Pacific regions were more than offset by increased purchases in other regions. During January-March 1956, householders bought less frozen concentrate for lemonade than a year earlier in independent food stores, but reported larger purchases in chain food stores. The Nation's householders paid an average of 14.7 cents for a 6-ounce can of frozen concentrate for lemonade--about 1.2 cents less than in January-March 1955.

A sizeable increase in the volume of purchases of canned single-strength orangeade, compared with a year earlier, was reported by householders in January-March 1956. Total purchases were almost 20 percent larger than a year earlier, despite a decrease of about 18 percent in purchases in the Northeast region. The average price paid for orangeade during January-March was practically unchanged from a year earlier. Householders reported larger purchases of single-strength orangeade in independent food stores and regional chains, but materially smaller purchases in national food chains.

Householders reported slightly larger purchases of shelf-pack concentrate for orangeade during January-March 1956 than a year earlier. Regionally, however, purchases were larger than a year earlier only in the North Central and Northeast regions. The North Central region alone accounted for about one half of the total purchases of this product during January-March 1956. Prices paid averaged about 0.5 cent a 6-ounce can lower than a year earlier.

CANNED JUICES

Consumer purchases of canned single-strength orange juice in January-March 1956 were about 18 percent below the same period a year earlier. Smaller purchases than a year earlier were reported in all geographic regions, with declines ranging from about 9 percent in the Northeast to about 29 percent in the North Central region. Householders in the Southern region, although buying less than in January-March 1955, had considerably larger total as well as per capita purchases than householders in other regions.

The volume of canned orange juice purchased in regional chain stores during January-March 1956 was down about 31 percent from the corresponding period of 1955. The volume bought in independent food stores was about 16 percent lower, but was almost unchanged from a year earlier in national chain stores.

Prices paid by householders for orange juice during January-March 1956 averaged 33.1 cents a 46-ounce can--about 2.8 cents higher than in January-March 1955.

Canned single-strength grapefruit juice purchases during January-March 1956 were moderately larger than in the preceding quarter and were about 9 percent larger than in January-March 1955. Increased purchases were reported in all regions except the Pacific, where purchases were about a fifth smaller than in the same period of 1955. For all purchases, householders averaged paying 24.9 cents a 46-ounce can--almost unchanged from a year earlier, and only slightly lower than in the preceding quarter of October-December 1955.

Householders reported a smaller volume of purchases of canned grapefruit juice in independent food stores during January-March 1956 than in the same period of 1955. On the other hand, increases of 25 and 13 percent, respectively, occurred in purchases in national and regional chain food stores.

During January-March 1956, householders' purchases of orange-grapefruit blended juice were almost 7 percent smaller than in the corresponding quarter a year earlier. While sizeable decreases were noted in most geographic regions, householders in the North Central region bought about 29 percent more blended juice than in January-March 1955. Prices paid by householders in the North Central region for blended juice during January-March averaged about 1 cent higher per 46-ounce can than a year earlier, with the United States average price paid about 1.7 cents higher.

Consumers bought about the same volume of canned blended juice in national chain stores during January-March as a year earlier, but reported moderately lower purchases in independent food stores and regional chains.

Household purchases of single-strength lemon juice during January-March 1956 were about 17.7 percent smaller than in the corresponding quarter of 1955. Larger purchases than a year earlier were reported only in the Pacific region. Prices paid averaged about 2.5 cents lower per 5 1/2-to 6-ounce can than in January-March 1955.

Purchases of single-strength grape juice during the 3-month period January-March 1956 were slightly larger than in the corresponding period last year. This increase was primarily the result of larger purchases in the North Central and Southern regions. Prices paid averaged slightly lower than a year earlier for all purchases, with greatest price declines noted in the Northeast and Southern regions.

Householders bought about 5 percent more single-strength pineapple juice during January-March 1956 than in the corresponding quarter last year. Per capita purchases of this product in the Northeast continued to be well above per capita purchases in other regions. During January-March 1956, householders bought larger volumes of pineapple juice than a year earlier in independent food stores and in regional chain stores, but the volume purchased in national chain stores was smaller. Prices paid averaged about 1 cent lower per 46-ounce can than in January-March 1955.

United States householders continued to report larger purchases of canned prune juice, with volume of purchases during the three months, January-March the highest reported since this series began in October 1949. Purchases during January-March were about 23 percent larger than January-March 1955. Prices paid averaged slightly lower than in January-March a year earlier.

Consumers bought about the same volume of tomato juice during January-March 1956 as in the preceding quarter, but purchases were about 8 percent smaller than in January-March 1955. Lower purchases than a year earlier were reported in all geographic regions. The average price paid by householders during January-March for a 46-ounce can of tomato juice was 27.7 cents, up about 1.2 cents from the corresponding quarter of 1955.

FRESH CITRUS FRUIT

United States householders during January-March 1956 continued to report moderately smaller purchases of fresh oranges than in the corresponding quarter of the 1954-55 season. In the first half of the current season, October 1955-March 1956, household consumers purchased about a 7 percent smaller volume of oranges on a box basis than in the first half of the 1954-55 season. Prices paid by householders for all fresh oranges in January-March 1956 averaged about 5 cents a dozen higher than in the same quarter a year earlier.

Lower purchases in January-March 1956, than in the same period of 1955, resulted from smaller purchases of Florida oranges and unidentified oranges as the volume of California-Arizona orange purchases were slightly larger than a year earlier.

Total purchases of oranges were lower than in January-March 1956, in all geographic regions, although householders reported larger purchases of California-Arizona oranges in the Northeast and larger purchases of Florida oranges in the Pacific region.

Smaller purchases of fresh oranges were reported in each of the three major types of retail outlets, with the greatest percentage decline from a year earlier occurring in independent food stores.

Fresh grapefruit purchases were about 4 percent larger during January-March 1956 than in the corresponding quarter a year earlier. Larger purchases of Florida grapefruit more than offset the smaller volumes of California-Arizona and unidentified fruit purchased. Total grapefruit purchases were from slightly to moderately higher in all geographic regions. A sharp increase in the volume of Florida grapefruit purchased in the Pacific region was almost offset by smaller purchases of unidentified fruit and fruit from other producing areas.

The average price paid for all grapefruit was almost unchanged from January-March 1955, but, regionally, prices paid ranged from 2.3 cents a dozen lower than a year earlier in the Northeast to 4.3 cents higher in the Pacific region.

Household consumers bought more Florida grapefruit in each of the three major types of retail food outlets during January-March 1956 than in the corresponding period of 1955. Total purchases of grapefruit, however, were up from a year earlier only in regional chain stores. Total purchases of grapefruit were unchanged from a year earlier in national chains and were lower in independent food stores.

Fresh lemons were purchased in slightly smaller volume during January-March 1956 than in the corresponding quarter of 1955. Only householders in the North Central region reported larger purchases than in January-March 1955 with purchases in other geographic regions unchanged or lower than a year

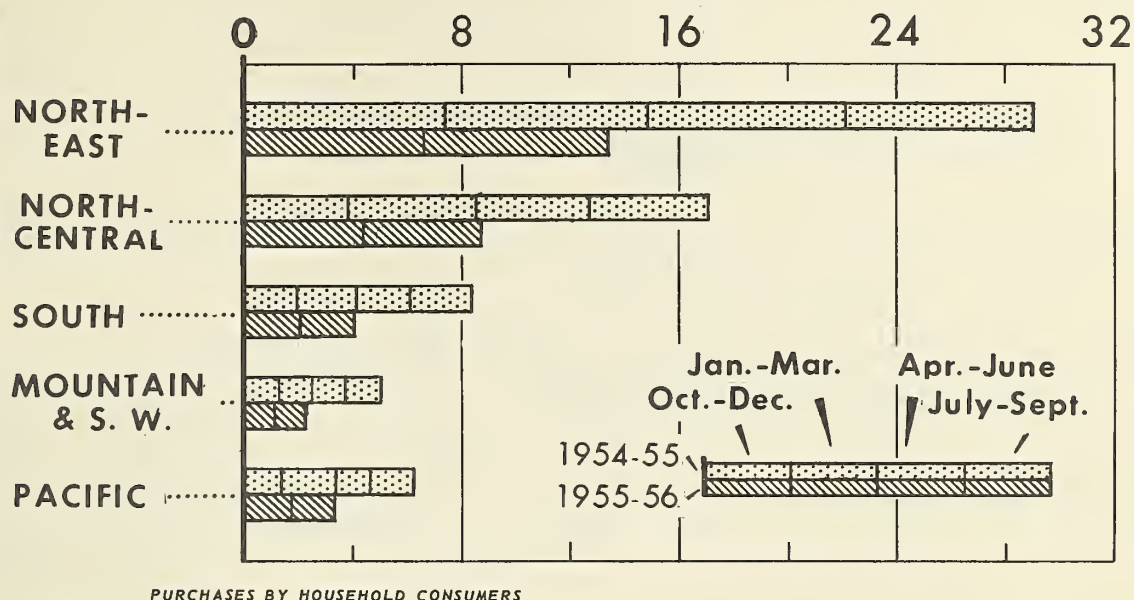
earlier. Greatest percentage declines were noted in the Mountain-Southwest and Pacific regions.

By type of retail food outlets, only regional chains accounted for a larger volume of fresh lemon purchases during January-March 1956 compared with a year earlier. Prices paid by householders for fresh lemons averaged 2 cents a dozen higher than in January-March 1955. For lemons purchased in regional chain food stores, householders reported paying about 1 cent more per dozen than in January-March 1955, and about 3.5 cents more per dozen for lemons purchased in national chain stores.

Householders bought about an 18 percent smaller volume of tangerines during January-March 1956 than in the corresponding period of 1955. Purchases were down sharply in Northeast, North Central, and Southern regions, areas that normally account for about 90 percent of all tangerine purchases. There was little change in volume of purchases in the other two regions. Prices paid by householders averaged about 5 cents a dozen higher than in January-March 1955.

FROZEN CONCENTRATED ORANGE JUICE PURCHASES BY REGIONS

MIL. GALS.



U. S. DEPARTMENT OF AGRICULTURE

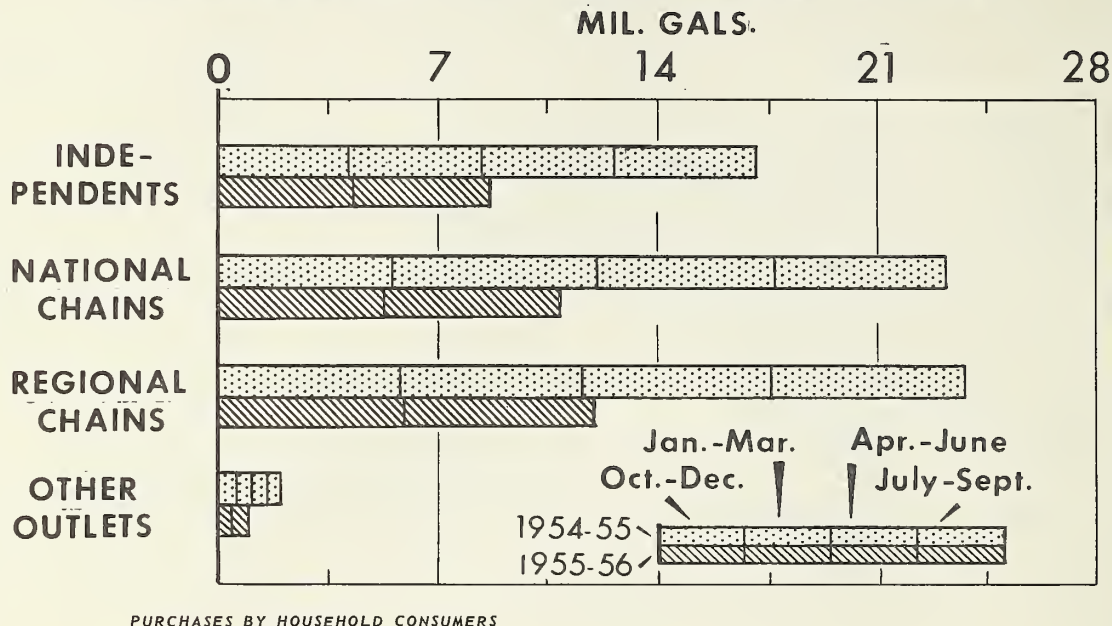
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Figure 1

Table 1.--Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

[illegible]

WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

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Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries			outlets	groceries			outlets	groceries			outlets
	1/			1/				1/				1/
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	gallons	gallons	gallons	gallons								
1954-55												
October-December	4,107	5,517	5,791	15,974	17.7	14.9	15.3	15.9	16.9	20.5	19.5	19.1
January-March	4,231	6,533	5,891	17,115	16.3	13.3	14.2	14.5	17.5	22.8	20.2	20.3
April-June	4,202	5,777	5,859	16,328	16.8	14.4	14.9	15.3	17.3	21.0	19.5	19.4
July-September	4,513	5,307	6,177	16,484	17.4	15.7	15.8	16.2	17.1	19.8	19.4	18.9
Total	17,053	23,134	23,718	65,901								
1955-56												
October-December	4,262	5,251	5,907	15,822	17.7	15.9	16.4	16.6	17.8	20.2	19.1	19.2
January-March	4,272	5,580	6,064	16,394	18.0	15.8	16.3	16.7	18.2	20.9	19.9	19.9
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

Table 3.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	568	131	142	47	83	165	15.7	16.6	16.4	16.4	17.2	14.0
January-March	493	132	116	1/	83	130	15.9	16.4	16.4	1/	16.7	14.8
April-June	3,038	1,142	993	294	266	343	14.2	14.7	14.0	14.3	14.9	13.2
July-September	5,783	2,203	1,904	427	446	803	13.6	14.2	13.8	13.8	14.3	12.1
Total	9,882	3,608	3,155	800	878	1,441						
1955-56												
October-December	593	142	142	88	100	121	14.1	14.7	14.6	14.8	14.0	13.3
January-March	528	111	148	63	92	114	14.7	14.8	15.2	15.0	15.3	13.8
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1954-55												
October-December	14.8	12.5	16.1	14.3	15.2	15.2	3.5	3.0	3.1	1.2	5.0	10.5
January-March	14.1	12.7	14.6	1/	14.3	15.1	3.1	3.0	2.5	1/	5.1	8.2
April-June	16.9	16.3	17.8	15.9	15.6	17.9	18.8	25.9	21.5	7.6	16.2	21.5
July-September	18.5	17.5	19.6	18.2	17.0	19.3	36.1	50.7	41.7	11.0	27.1	50.8
1955-56												
October-December	15.5	13.3	17.4	16.3	16.6	14.6	3.7	3.2	3.1	2.3	6.1	7.6
January-March	14.3	12.4	16.9	13.0	14.7	13.9	3.3	2.5	3.2	1.6	5.4	7.2
April-June												
July-September												
Total												

1/ Too few purchases reported for analysis.

Table 4.--Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	170	194	170	568	16.9	15.1	14.9	15.7	12.7	15.5	15.7	14.8
January-March	150	177	141	493	17.5	15.2	15.0	15.9	13.9	14.2	13.2	14.1
April-June	763	1,015	1,172	3,038	15.5	13.5	13.7	14.2	15.5	17.2	17.2	16.9
July-September	1,433	2,027	2,168	5,783	15.1	12.8	13.1	13.6	16.3	19.8	18.7	18.5
Total	2,516	3,413	3,651	9,882								
1955-56												
October-December	131	211	210	593	15.2	13.8	13.3	14.1	14.4	16.1	15.0	15.5
January-March	137	186	164	528	16.8	14.2	14.0	14.7	12.5	14.2	14.6	14.3
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 5.-- Canned "single-strength" orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1954 to date

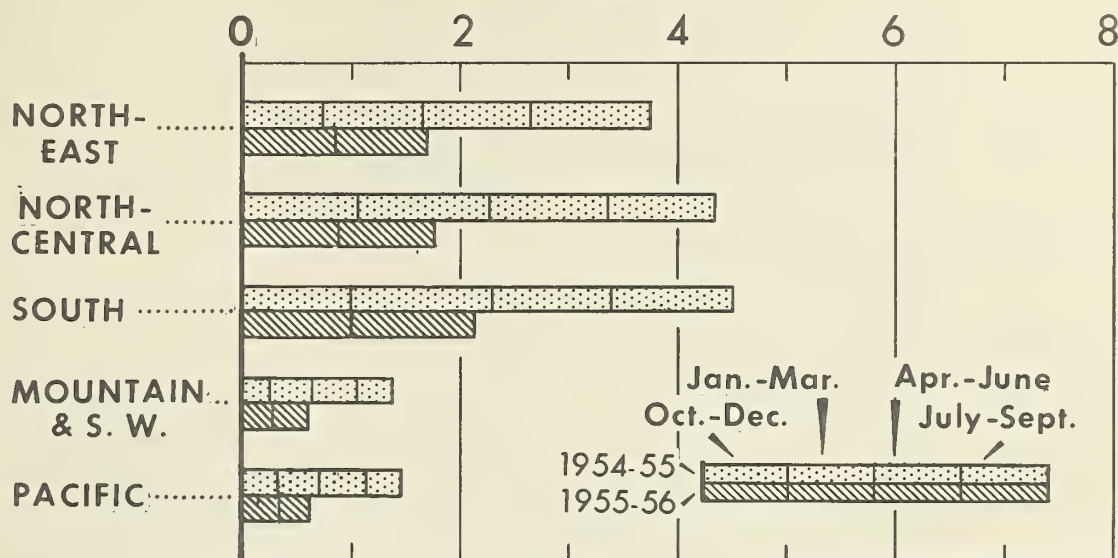
Period	Consumer purchases								
	United States	Region						Retail outlet ^{1/}	
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
		1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}
1954-55									
October-December	1,070	274	248	286	169	93	277	395	384
January-March	1,066	220	303	219	191	133	307	369	350
April-June	1,356	211	521	270	210	144	448	421	457
July-September	1,584	234	611	332	190	217	475	552	503
1955-56									
October-December	1,071	150	343	298	159	121	335	330	372
January-March	1,277	181	418	341	197	140	467	310	470
April-June									
July-September									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1954-55									
October-December	28.2	28.7	29.0	27.9	28.3	26.8	29.4	27.2	28.1
January-March	28.1	28.4	29.1	28.3	27.4	27.4	29.0	27.3	28.1
April-June	27.3	28.1	27.3	27.5	27.3	26.5	27.9	26.3	27.4
July-September	26.4	27.4	26.4	27.3	26.2	25.3	27.3	25.6	26.2
1955-56									
October-December	27.7	27.6	28.3	27.8	26.8	27.3	28.2	26.9	27.8
January-March	27.9	28.7	28.0	28.2	26.9	27.6	28.2	27.1	28.1
April-June									
July-September									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1954-55									
October-December	61.9	64.9	58.1	58.2	62.0	73.2	61.1	69.0	56.7
January-March	61.5	62.8	56.4	56.7	64.2	72.8	64.0	65.6	56.4
April-June	66.1	62.6	71.6	57.3	67.6	68.2	67.6	67.8	64.2
July-September	69.3	62.9	75.4	57.3	65.5	86.0	73.6	73.4	62.7
1955-56									
October-December	63.2	58.7	67.3	60.4	62.9	64.5	66.5	61.3	61.9
January-March	65.3	58.8	69.2	62.2	67.5	65.9	69.2	64.3	62.5
April-June									
July-September									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}	Cases ^{2/}			
1954-55									
October-December	6.7	6.3	5.4	7.5	10.1	5.9			
January-March	6.6	5.1	6.6	5.6	11.7	8.4			
April-June	8.4	4.8	11.3	6.9	12.8	9.0			
July-September	9.9	5.4	13.4	8.6	11.5	13.7			
1955-56									
October-December	6.6	3.4	7.5	7.7	9.7	7.6			
January-March	7.9	4.1	9.1	8.8	11.6	8.8			
April-June									
July-September									

^{1/} Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

^{2/} Equivalent cases of 24 No. 2 cans--432 ounces per case.

CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES *



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3003-56 (5) AGRICULTURAL MARKETING SERVICE

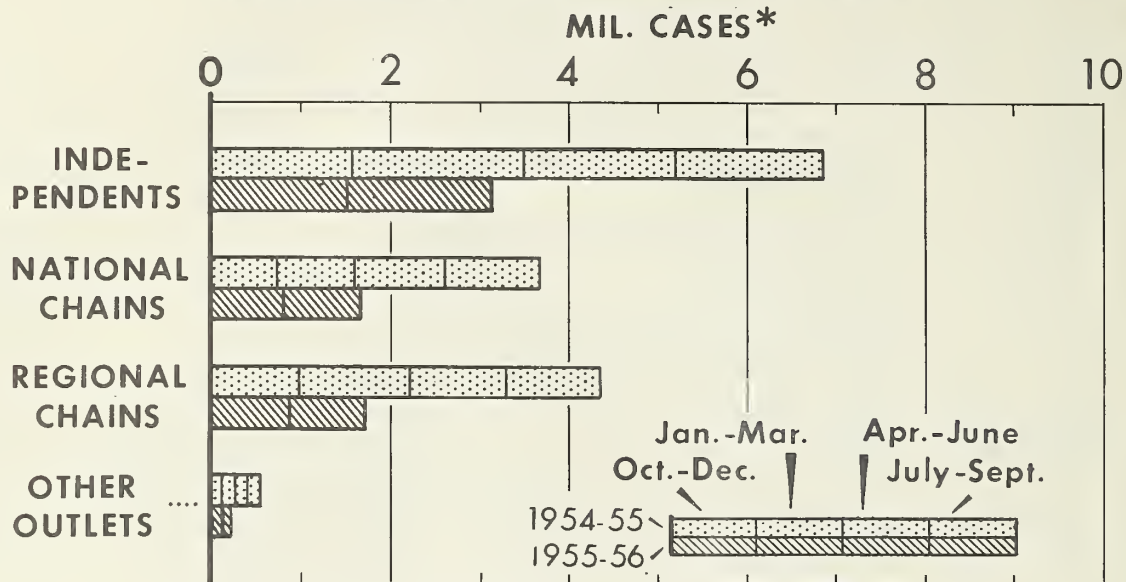
Figure 3

Table 6.--Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	3,381	748	1,053	993	254	333	32.5	31.6	31.7	30.6	36.6	37.3
January-March	4,210	941	1,219	1,285	393	372	30.3	29.1	29.7	29.2	33.3	33.4
April-June	3,924	948	1,063	1,093	389	431	30.5	28.9	30.2	29.8	32.7	32.9
July-September	3,910	1,114	977	1,136	347	336	31.4	30.1	31.2	30.6	33.2	35.5
Total	15,425	3,751	4,312	4,507	1,383	1,472						
1955-56												
October-December	3,351	840	892	992	284	343	32.7	31.8	32.6	31.2	34.9	35.7
January-March	3,450	854	863	1,118	338	277	33.1	31.7	33.3	31.9	34.9	37.2
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	56.0	56.7	62.4	54.3	51.8	51.1	21.1	17.1	23.0	26.1	15.2	21.1
January-March	59.4	59.9	65.6	58.4	55.2	54.1	26.3	21.6	26.7	33.0	24.0	23.4
April-June	58.8	58.9	62.1	56.7	58.3	58.2	24.3	21.5	23.0	28.1	23.7	27.1
July-September	57.2	62.3	57.5	57.0	54.8	50.4	24.4	25.6	21.4	29.3	21.1	21.2
1955-56												
October-December	55.3	56.8	54.9	56.0	53.9	53.4	20.8	19.0	19.4	25.6	17.4	21.6
January-March	54.7	56.2	57.6	53.6	55.0	49.5	21.4	19.4	18.8	29.0	19.9	17.4
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3004-56(5) AGRICULTURAL MARKETING SERVICE

Figure 4

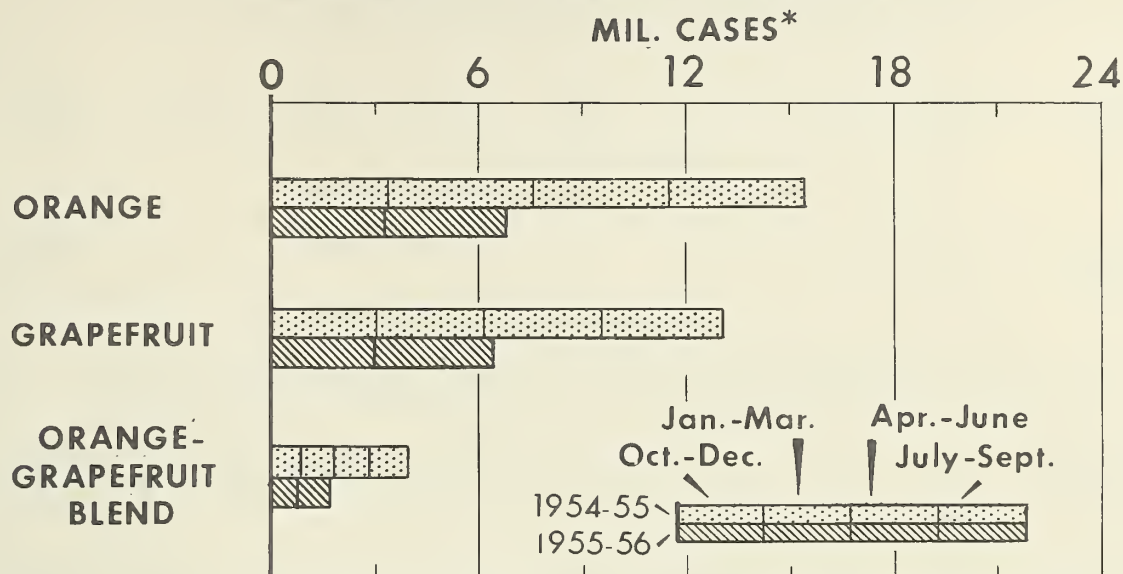
Table 7.--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets	Indepen- dent groceries	National chains	Regional chains	All retail outlets	Indepen- dent groceries	National chains	Regional chains	All retail outlets
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	1,577	735	971	3,381	34.4	29.8	31.4	32.5	53.1	61.1	57.8	56.0
January-March	1,943	870	1,255	4,210	32.1	27.0	28.8	30.3	57.5	62.1	61.9	59.4
April-June	1,691	998	1,090	3,924	32.6	27.5	29.3	30.5	55.3	64.4	59.4	58.8
July-September	1,656	1,086	1,030	3,910	33.1	29.0	30.5	31.4	54.7	60.0	58.9	57.2
Total	6,867	3,689	4,346	15,425								
1955-56												
October-December	1,523	812	894	3,351	33.9	30.8	31.8	32.7	54.9	56.4	55.6	55.3
January-March	1,627	862	864	3,450	34.7	30.4	32.2	33.1	54.0	57.5	54.5	54.7
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3005-56 (5) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 8.-- Canned citrus juices: Consumer purchases by quarters, October-December 1954 to date

Period	Orange		Grapefruit		Orange-grapefruit blend	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
October-December	3,351	3,381	3,059	3,060	800	824
January-March	3,450	4,210	3,380	3,097	906	971
April-June		3,924		3,436		984
July-September		3,910		3,495		1,099
Total		15,425		13,088		3,878

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 9.-- Canned single-strength grapefruit juice: Consumer purchases average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	3,060	790	791	656	356	467	24.2	23.5	23.2	23.5	25.6	25.9
January-March	3,097	863	764	620	367	483	25.0	24.7	24.9	24.3	25.4	25.9
April-June	3,436	959	916	697	421	443	24.7	23.4	24.0	23.3	26.4	26.9
July-September	3,495	1,012	882	763	397	441	24.2	23.4	23.5	23.2	25.9	25.7
Total	13,088	3,624	3,353	2,736	1,541	1,834						
1955-56												
October-December	3,059	795	801	641	369	453	25.3	24.6	25.4	24.2	26.1	26.3
January-March	3,380	874	979	725	403	399	24.9	23.8	24.5	23.6	26.6	27.0
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	62.4	62.8	68.0	60.3	58.4	62.1	19.1	18.0	17.2	17.3	21.3	29.6
January-March	62.6	60.3	66.5	64.6	59.6	62.1	19.3	19.8	16.7	15.9	22.5	30.4
April-June	66.5	64.1	73.1	67.1	65.9	62.1	21.3	21.8	19.8	18.0	25.6	27.8
July-September	66.8	66.9	72.0	66.9	63.6	63.6	21.8	23.3	19.3	19.7	24.1	27.9
1955-56												
October-December	63.7	63.8	66.1	62.4	62.2	63.5	19.0	18.0	17.4	16.5	22.5	28.6
January-March	65.8	62.8	72.3	67.5	62.3	62.7	21.0	19.9	21.3	18.8	23.8	25.0
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 10.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent: groceries	National: chains	Regional: chains	All retail outlets 1/	Indepen- dent: groceries	National: chains	Regional: chains	All retail outlets 1/	Indepen- dent: groceries	National: chains	Regional: chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	1,046	1,042	932	3,060	26.6	21.8	23.7	24.2	56.4	69.1	65.3	62.4
January-March	1,110	1,021	904	3,097	27.2	22.9	24.3	25.0	57.4	67.6	64.2	62.6
April-June	1,223	1,284	880	3,436	27.3	22.4	23.9	24.7	61.1	71.9	68.2	66.5
July-September	1,135	1,376	947	3,495	26.6	22.2	23.8	24.2	60.5	76.2	65.1	66.8
Total	4,514	4,723	3,663	13,088								
1955-56												
October-December	1,047	1,133	844	3,059	27.3	23.8	24.6	25.3	57.9	69.5	65.1	63.7
January-March	1,053	1,272	1,018	3,380	26.8	23.2	24.7	24.9	60.9	72.7	64.7	65.8
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 11.--Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	824	371	234	84	2/	96	29.7	27.5	30.1	27.5	2/	34.1
January-March	971	423	272	110	53	113	27.8	25.9	28.4	26.6	31.3	30.4
April-June	984	372	321	141	57	93	28.0	26.1	28.0	26.1	32.3	31.8
July-September	1,099	506	307	168	38	80	28.6	27.7	28.4	26.8	32.2	32.8
Total	3,878	1,672	1,134	503	187	382						
1955-56												
October-December	800	322	256	87	54	81	30.4	29.1	30.6	27.4	33.7	33.1
January-March	906	349	351	96	51	59	29.5	28.1	29.3	28.2	33.4	34.3
April-June												
July-September												
Total												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	52.1	56.8	49.9	55.2	2/	45.5	5.1	8.5	5.1	2.2	2/	6.1
January-March	59.5	59.3	61.3	69.8	61.4	50.2	6.1	9.7	6.0	2.8	3.2	7.1
April-June	59.2	57.3	67.3	64.7	56.2	48.5	6.1	8.4	6.9	3.6	3.5	5.8
July-September	56.7	56.2	59.1	66.8	46.7	48.0	6.9	11.6	6.7	4.3	2.3	5.1
1955-56												
October-December	51.9	51.9	52.4	56.7	46.9	50.8	4.9	7.3	5.6	2.2	3.3	5.1
January-March	57.8	57.2	59.6	65.3	63.2	44.2	5.6	7.9	7.6	2.5	3.0	3.7
April-June												
July-September												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ Too few purchases reported for analysis.

Table 12.--Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	252	235	332	824	32.7	26.4	28.9	29.7	48.4	55.8	54.3	52.1
January-March	289	316	349	971	31.6	24.7	26.5	27.8	56.0	60.2	61.2	59.5
April-June	264	378	323	984	31.9	24.7	27.2	28.0	54.0	62.6	59.8	59.2
July-September	299	411	373	1,099	31.9	26.2	27.9	28.6	51.4	58.8	60.2	56.7
Total	1,104	1,340	1,377	3,878								
1955-56												
October-December	268	231	291	800	32.8	28.5	29.1	30.4	51.1	53.6	51.7	51.9
January-March	264	315	322	906	32.5	27.2	29.0	29.5	54.1	61.9	58.3	57.8
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 13.--Canned single-strength juices: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States by regions and type of retail outlets, January-March 1956

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
Orange	3,450	854	863	1,118	338	277	1,627	862	864
Grapefruit	3,380	874	979	725	403	399	1,053	1,272	1,018
Orange-grapefruit blend	906	349	351	96	51	59	264	315	322
Lemon	121	34	52	3/	3/	20	34	40	43
Grape	652	176	193	108	78	97	178	212	242
Pineapple	4,650	1,996	933	687	445	589	1,342	1,413	1,821
Prune	2,220	1,179	407	305	176	153	708	664	811
Tomato	5,555	1,900	1,401	780	604	870	1,807	1,566	2,080
Total 4/	24,026	8,850	5,993	4,047	2,339	2,797	7,873	7,197	8,522
Average price per can 5/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Orange	33.1	31.7	33.3	31.9	34.9	37.2	34.7	30.4	32.2
Grapefruit	24.9	23.8	24.5	23.6	26.6	27.0	26.8	23.2	24.7
Orange-grapefruit blend	29.5	28.1	29.3	28.2	33.4	34.3	32.5	27.2	29.0
Lemon	12.3	12.0	13.3	3/	3/	11.3	12.2	12.9	12.0
Grape	34.5	33.9	33.9	34.4	36.9	34.1	38.2	31.7	33.6
Pineapple	27.2	26.4	29.2	28.8	28.8	24.4	29.3	26.1	26.2
Prune	29.2	30.4	34.3	34.1	34.7	32.6	33.9	31.3	31.9
Tomato	27.7	28.8	28.7	29.4	32.4	24.0	29.3	26.7	26.9
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Orange	54.7	56.2	57.6	53.6	55.0	49.5	54.0	57.5	54.5
Grapefruit	65.8	62.8	72.3	67.5	62.3	62.7	60.9	72.7	64.7
Orange-grapefruit blend	57.8	57.2	59.6	65.3	63.2	44.2	54.1	61.9	58.3
Lemon	14.5	14.4	17.7	3/	3/	12.6	14.3	14.7	14.1
Grape	29.1	25.0	28.5	27.4	32.8	34.7	28.1	29.4	29.2
Pineapple	58.1	57.0	56.4	52.8	59.5	67.3	56.1	60.3	59.0
Prune	38.0	38.2	37.1	37.5	41.2	36.3	35.6	37.8	40.5
Tomato	53.2	48.2	54.6	50.5	50.4	63.7	50.9	54.5	54.7
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
Orange	21.4	19.4	18.8	29.0	19.9	17.4			
Grapefruit	21.0	19.9	21.3	18.8	23.8	25.0			
Orange-grapefruit blend	5.6	7.9	7.6	2.5	3.0	3.7			
Lemon	.7	.8	1.1	3/	3/	1.2			
Grape	4.0	4.0	4.2	2.8	4.6	6.1			
Pineapple	28.8	45.4	20.3	17.8	26.2	36.9			
Prune	13.8	26.8	8.9	7.9	10.4	9.6			
Tomato	34.4	43.2	30.5	20.3	35.6	54.6			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

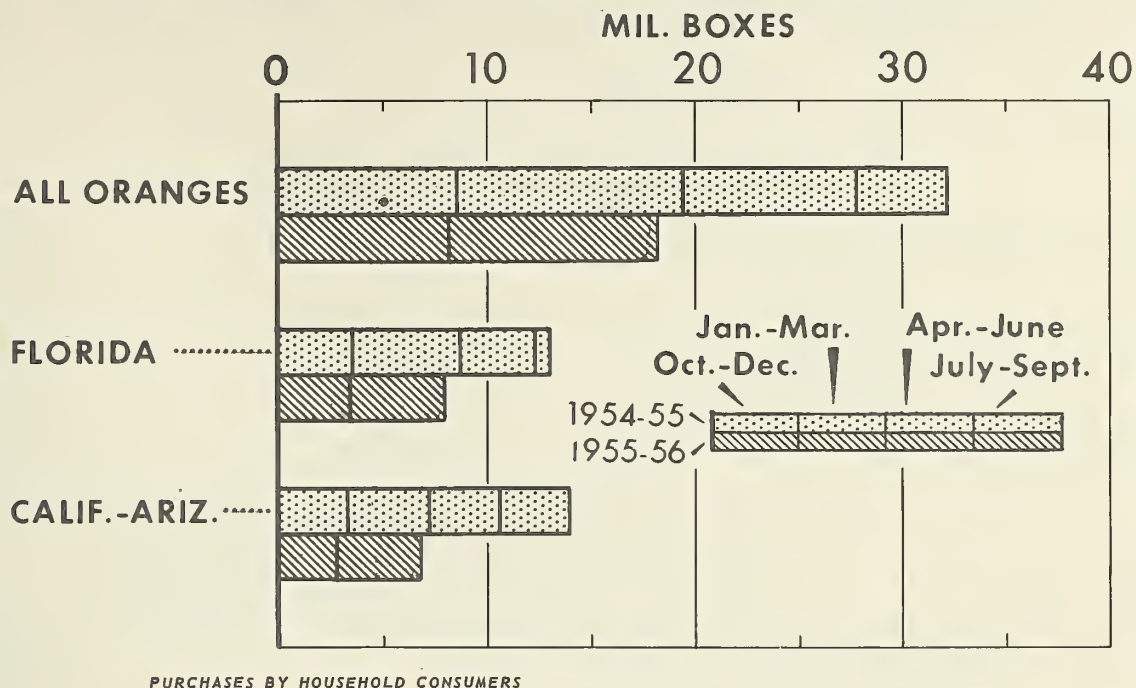
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Too few purchases reported for analysis.

4/ Includes purchases of other miscellaneous canned single-strength juice.

5/ 46-ounce can, except lemon juice, 5 1/2-ounce can; prune juice, 32-ounce bottle; and grape juice, 24-ounce bottle.

CONSUMER PURCHASES OF ORANGES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3006-56 (5) AGRICULTURAL MARKETING SERVICE

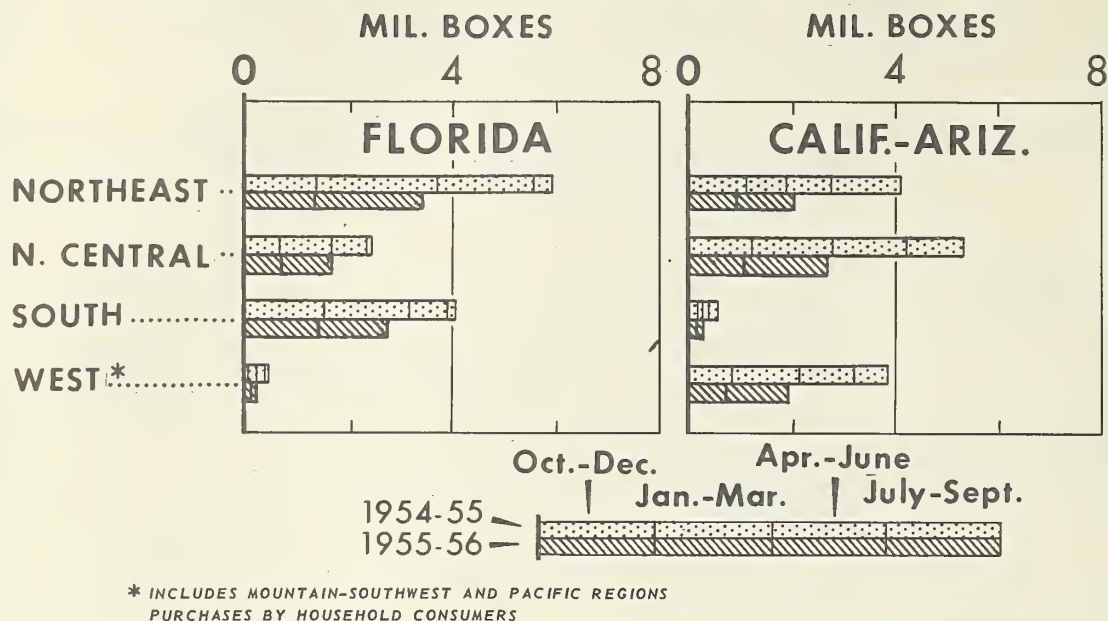
Figure 6

Table 14.--Oranges: Consumer purchases, by quarters, October-December 1954 to date

Period	All oranges ^{1/}	Florida	California-Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1954-55				
October-December	8,612	3,660	3,271	1,321
January-March	10,931	5,044	3,935	1,650
April-June	8,215	3,561	3,430	1,156
July-September	4,512	654	3,282	549
Total	32,270	12,919	13,918	4,676
1955-56				
October-December	8,020	3,618	2,953	1,150
January-March	10,146	4,452	3,991	1,420
April-June				
July-September				
Total				

^{1/} Includes small quantities of oranges from other States which are not included as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3007-56 (5) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 15.-- Oranges: Consumer purchases, United States and regions, by quarters, October-December 1954 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	3,618	3,660	1,377	1,386	702	695	1,425	1,502	93	63	21	1/
January-March	4,452	5,044	2,028	2,317	990	1,022	1,333	1,514	90	186	1/	1/
April-June		3,551		1,897		628		881		138		17
July-September		654		346		94		187		1/		1/
Total		12,919		5,946		2,439		4,084		412		38
California-Arizona												
October-December	2,953	3,271	994	1,019	1,072	1,219	153	164	242	306	492	563
January-March	3,991	3,935	1,046	891	1,583	1,604	122	128	341	345	899	967
April-June		3,430		872		1,419		77		324		738
July-September		3,282		1,321		1,139		175		227		420
Total		13,918		4,103		5,381		544		1,202		2,688
All oranges 2/												
October-December	8,020	8,612	2,669	2,758	2,119	2,311	2,009	2,168	610	679	613	696
January-March	10,146	10,931	3,508	3,711	2,961	3,144	1,819	2,050	744	849	1,114	1,177
April-June		8,215		3,111		2,379		1,213		585		927
July-September		4,512		1,854		1,389		477		307		485
Total		32,270		11,434		9,223		5,908		2,420		3,285

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

Table 16.--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	33.6	28.7	38.4	33.5	34.6	31.7	29.6	24.7	38.9	33.9	48.3	1/
January-March	39.0	33.3	44.5	38.4	41.3	36.1	32.0	26.9	41.4	33.4	1/	1/
April-June		38.6		41.9		40.5		31.4		42.9		53.9
July-September		45.2		49.4		45.4		40.0		1/		1/
California-Arizona												
October-December	47.9	47.6	52.5	54.9	48.8	48.6	38.4	37.0	54.2	49.3	41.6	41.5
January-March	48.5	43.6	58.1	56.1	50.1	46.5	43.3	37.4	50.8	44.5	41.1	35.3
April-June		46.3		58.8		47.8		43.8		47.8		37.1
July-September		44.7		48.5		44.2		44.3		52.9		36.2
All oranges 2/												
October-December	39.7	36.9	44.3	41.6	42.8	41.2	31.1	26.9	42.7	40.2	41.3	40.8
January-March	43.3	38.1	49.5	43.6	46.4	42.2	33.7	28.6	43.4	38.6	40.4	35.1
April-June		42.8		47.7		45.4		33.4		45.9		37.9
July-September		44.6		48.5		44.5		42.0		50.5		35.9
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	15.7	16.8	13.9	14.1	14.8	15.4	18.2	20.0	12.7	14.4	9.7	1/
January-March	13.8	14.6	12.5	12.8	14.4	14.0	15.4	17.1	11.8	15.0	1/	1/
April-June		13.5		12.6		13.5		15.3		12.9		11.3
July-September		12.0		11.7		13.8		11.6		1/		1/
California-Arizona												
October-December	12.2	11.8	11.4	10.6	11.8	11.2	14.4	14.9	11.0	12.3	13.7	13.3
January-March	11.7	12.7	9.5	9.7	11.5	12.1	12.5	13.2	11.5	12.4	13.6	15.5
April-June		12.4		9.7		12.1		12.0		12.6		15.2
July-September		12.5		12.4		12.4		11.6		11.0		14.3
All oranges 2/												
October-December	13.7	14.0	12.6	12.3	12.9	12.7	16.6	18.1	12.4	13.2	13.6	13.4
January-March	12.5	13.3	11.0	11.6	12.3	12.7	14.1	15.6	12.3	13.2	13.6	15.2
April-June		12.6		11.3		12.4		13.8		12.0		14.8
July-September		12.3		12.2		12.4		11.1		11.1		14.3
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	22.4	22.8	31.1	31.7	15.3	15.1	36.8	39.4	5.7	3.8	1.3	1/
January-March	26.5	31.5	44.3	53.3	20.7	22.4	33.2	38.8	5.1	11.3	1/	1/
April-June		22.0		43.1		13.6		22.7		8.4		1.1
July-September		4.1		8.0		2.1		4.8		1/		1/
California-Arizona												
October-December	18.3	20.4	22.5	23.3	23.3	26.5	3.9	4.3	14.8	18.3	31.1	35.7
January-March	24.7	24.5	23.8	20.5	34.5	35.2	3.2	3.3	20.1	21.1	56.4	60.8
April-June		21.2		19.8		30.7		2.0		19.7		46.3
July-September		20.5		30.4		24.9		4.5		13.8		26.6
All oranges 2/												
October-December	49.7	53.6	60.4	63.0	46.1	50.2	51.8	56.9	37.3	40.6	38.7	44.2
January-March	61.5	68.2	77.7	85.4	63.4	68.9	45.6	52.6	43.0	51.9	69.5	74.0
April-June		50.8		70.7		51.4		31.3		35.6		58.2
July-September		28.2		42.7		30.4		12.3		18.7		30.7

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

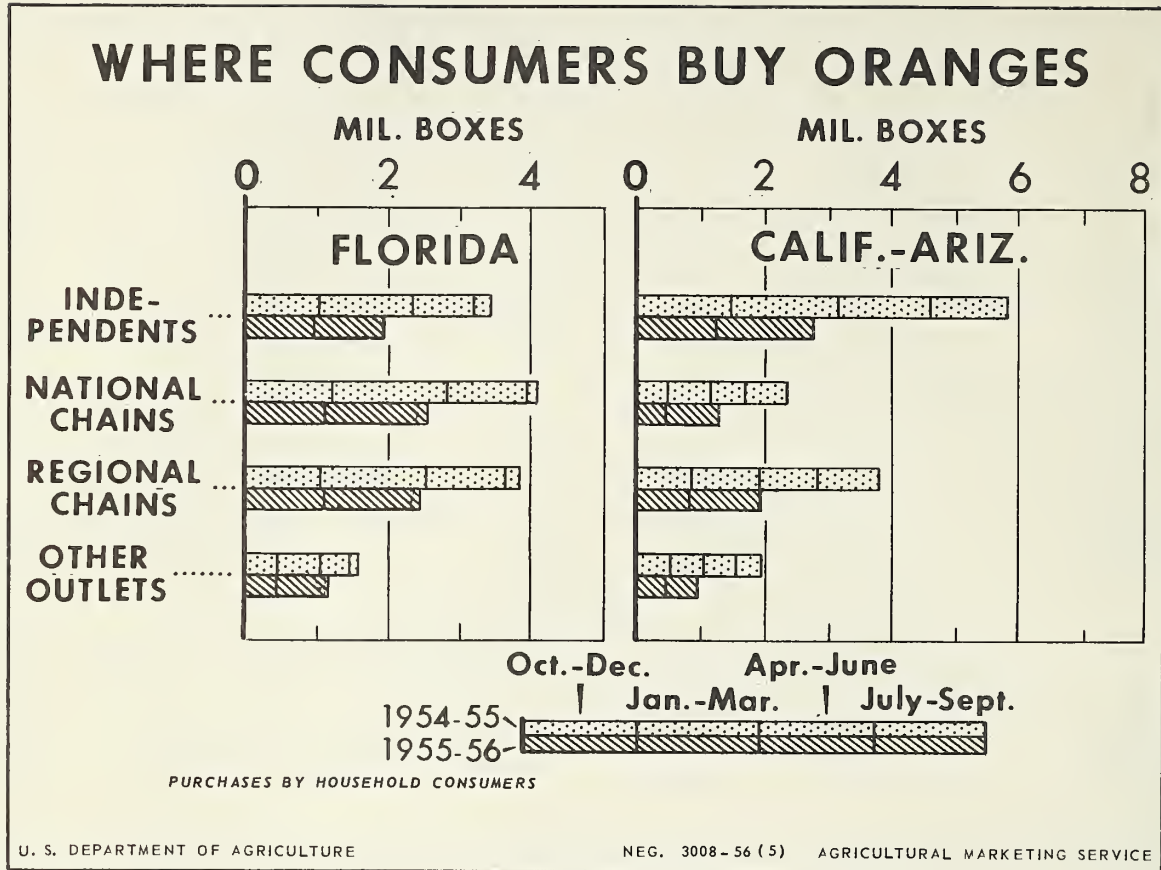


Figure 8

Table 17.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	945	1,047	1,124	1,176	1,114	1,026	3,618	3,660
January-March	1,033	1,284	1,380	1,669	1,311	1,479	4,452	5,044
April-June		885		1,106		1,136		3,561
July-September		202		133		203		654
Total		3,418		4,084		3,849		12,919
California-Arizona								
October-December	1,234	1,455	451	455	812	841	2,953	3,271
January-March	1,531	1,671	814	671	1,174	1,071	3,991	3,935
April-June		1,475		553		914		3,430
July-September		1,206		670		959		3,282
Total		5,807		2,349		3,785		13,918
All oranges ^{2/}								
October-December	2,818	3,169	1,814	1,960	2,292	2,281	8,020	8,612
January-March	3,241	3,757	2,506	2,713	2,930	3,052	10,146	10,931
April-June		2,867		1,875		2,377		8,215
July-September		1,640		829		1,329		4,512
Total		11,433		7,447		9,039		32,270

^{1/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.
^{2/} Includes Texas oranges and oranges not identified as to origin.

Table 18.--Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen							
	Independent groceries	National chains	Regional chains	All retail outlets ^{1/}				
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	34.4	30.4	33.1	27.7	33.9	28.8	33.6	28.7
January-March	39.0	33.9	38.8	32.2	40.8	34.6	39.0	33.3
April-June		38.4		37.8		40.5		38.6
July-September		44.2		49.4		43.9		45.2
California-Arizona								
October-December	50.2	49.9	49.7	49.5	45.9	48.1	47.9	47.6
January-March	52.0	47.9	52.1	46.2	47.3	43.1	48.5	43.6
April-June		49.8		47.8		45.8		46.3
July-September		47.3		45.4		43.3		44.7
All oranges ^{2/}								
October-December	41.9	40.2	38.3	34.1	39.0	36.5	39.7	36.9
January-March	45.5	41.0	44.4	37.4	44.0	38.5	43.3	38.1
April-June		45.4		42.4		43.1		42.8
July-September		46.5		45.6		43.4		44.6
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	15.6	16.2	15.1	17.0	14.9	15.7	15.7	16.8
January-March	12.5	13.5	14.1	15.1	12.5	13.7	13.8	14.6
April-June		12.6		13.9		12.8		13.5
July-September		11.8		11.3		12.4		12.0
California-Arizona								
October-December	11.5	11.3	11.5	10.8	12.4	11.1	12.2	11.8
January-March	10.9	11.6	11.1	11.7	11.5	12.3	11.7	12.7
April-June		11.6		11.7		12.3		12.4
July-September		11.7		12.3		13.0		12.5
All oranges ^{2/}								
October-December	13.0	12.9	13.4	14.3	13.4	13.3	13.7	14.0
January-March	11.4	12.2	12.3	13.4	11.8	12.8	12.5	13.3
April-June		11.9		12.5		12.5		12.6
July-September		11.7		12.0		12.7		12.3

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

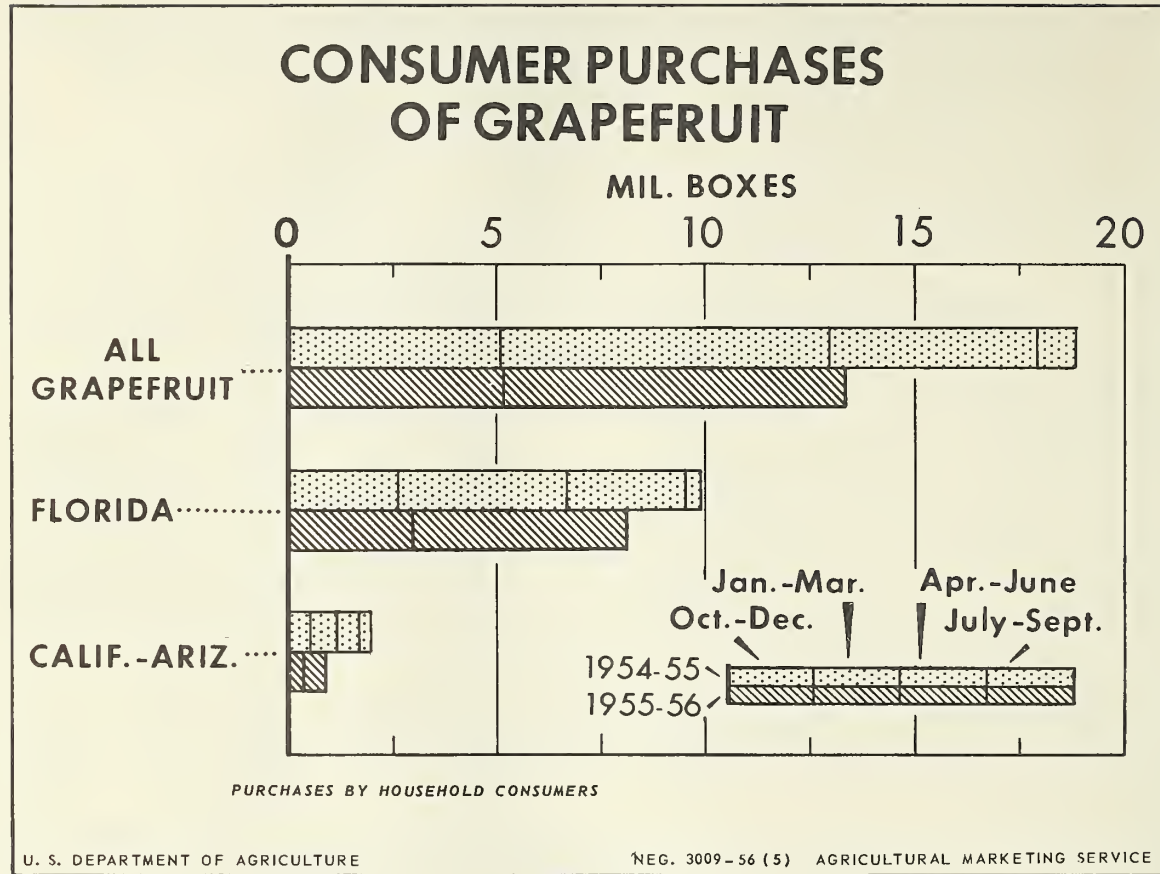


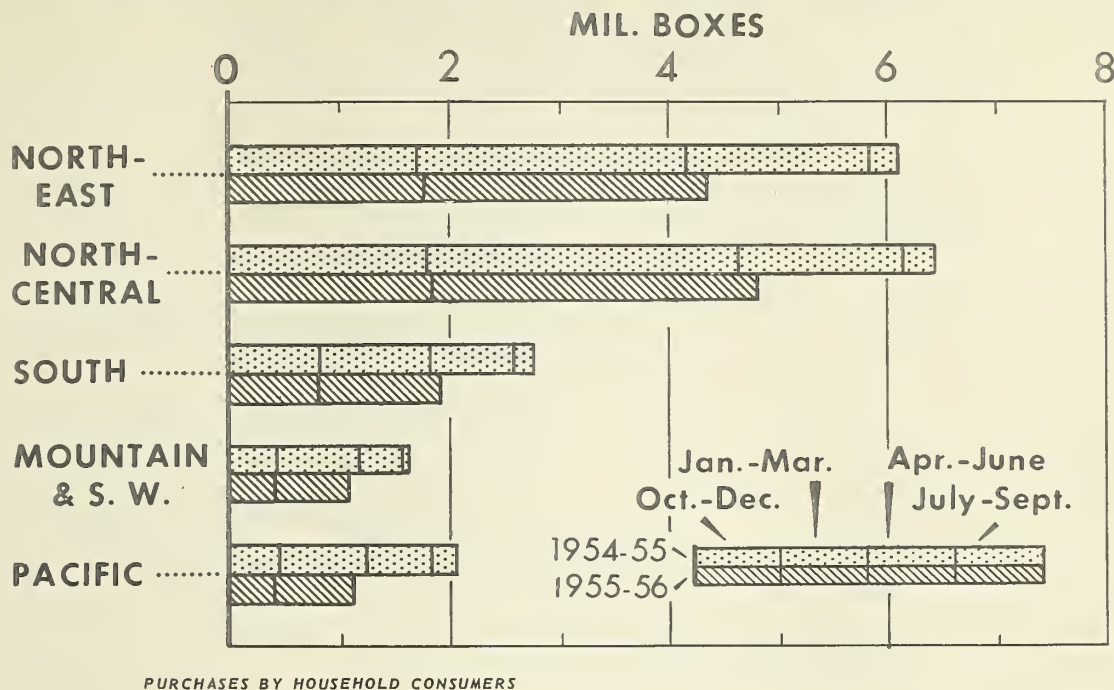
Figure 9

Table 19.-- Grapefruit: Consumer purchases, by quarters, October-December 1954 to date

Period	All grapefruit ^{1/}	Florida	California- Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1954-1955				
October-December	5,121	2,654	502	1,406
January-March	7,874	4,130	699	2,109
April-June	4,955	2,808	495	1,433
July-September	955	352	271	313
Total	18,905	9,944	1,967	5,261
1955-1956				
October-December	5,165	3,012	315	1,403
January-March	8,205	5,110	567	1,715
April-June				
July-September				
Total				

^{1/} Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

GRAPEFRUIT PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3010-56 (5) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 20.-- Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1954 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	3,012	2,654	1,286	1,218	1,005	744	557	541	96	106	68	45
January-March	5,110	4,130	2,179	1,948	1,734	1,233	890	748	194	155	113	46
April-June		2,808		1,301		780		523		158		46
July-September		352		129		86		126		1/		1/
Total		9,944		4,596		2,843		1,938		424		143
California-Arizona												
October-December	315	502	85	49	50	96	1/	1/	24	55	137	288
January-March	567	699	62	47	66	86	1/	1/	40	56	368	482
April-June		495		1/		44		1/		44		368
July-September		271		51		61		1/		17		132
Total		1,967		178		287		60		172		1,270
All grapefruit 2/												
October-December	5,165	5,121	1,767	1,703	1,833	1,781	800	804	389	400	376	433
January-March	8,205	7,874	2,589	2,447	2,977	2,851	1,124	1,032	717	757	798	787
April-June		4,955		1,683		1,514		739		400		619
July-September		955		255		273		184		48		195
Total		18,905		6,088		6,419		2,759		1,605		2,034

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 21.-- Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

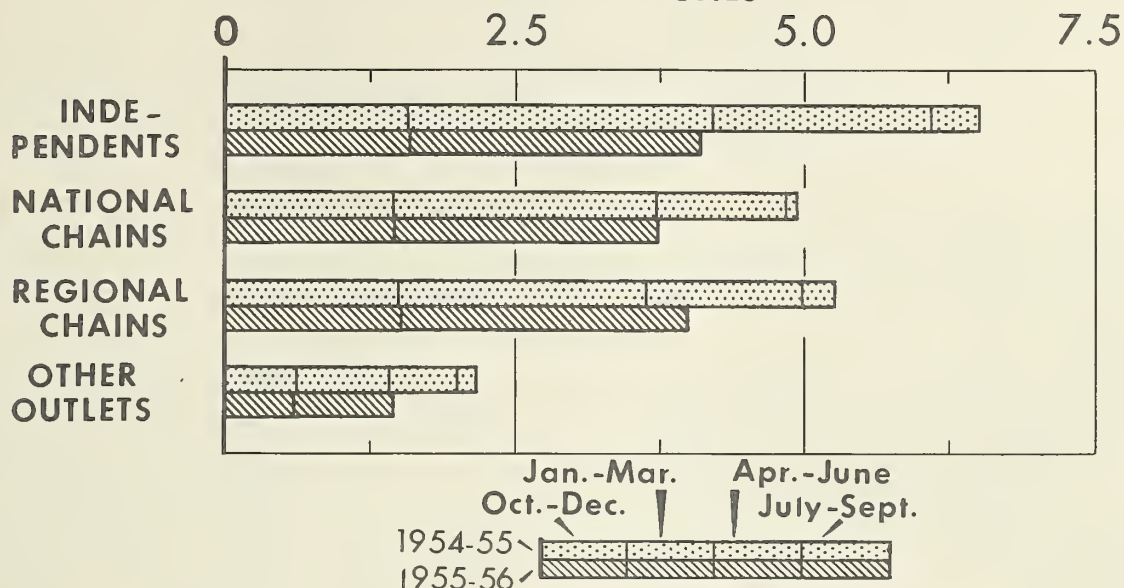
State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-- Southwest		Pacific	
	1955-56 ¹	1954-55 ²	1955-56 ¹	1954-55 ²	1955-56 ¹	1954-55 ²	1955-56 ¹	1954-55 ²	1955-56 ¹	1954-55 ²	1955-56 ¹	1954-55 ²
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	79.3	80.9	86.6	88.5	72.8	79.2	69.3	66.3	89.2	87.9	112.6	109.9
January-March	77.8	78.0	82.1	83.5	73.6	77.8	67.2	64.6	92.1	84.3	116.4	102.6
April-June		91.7		97.8		90.2		74.8		100.1		131.0
July-September		113.7		120.9		125.4		97.9		1/		1/
California-Arizona												
October-December	93.4	74.8	100.1	96.8	80.0	84.4	1/	1/	90.8	61.6	95.6	73.0
January-March	75.3	73.0	97.4	93.2	70.8	73.6	1/	1/	70.6	60.3	74.3	73.3
April-June		84.2		1/		86.8		1/		73.4		85.0
July-September		105.1		120.0		124.9		1/		128.6		92.3
All grapefruit 2/												
October-December	80.9	79.7	88.9	90.1	73.2	76.2	73.0	71.6	84.0	76.3	95.3	82.0
January-March	75.4	75.5	83.0	85.3	70.4	71.8	69.4	69.0	78.0	75.0	79.1	74.8
April-June		90.5		99.2		87.6		79.6		95.3		89.6
July-September		108.2		121.1		117.0		102.9		128.6		91.3
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	5.2	5.1	4.5	4.4	6.1	5.6	5.9	6.0	4.9	6.6	3.5	4.0
January-March	5.6	5.3	5.1	4.7	6.3	5.9	6.2	6.1	5.2	5.7	4.1	4.4
April-June		4.6		4.1		5.1		5.4		5.3		3.5
July-September		4.0		3.6		4.2		4.3		1/		1/
California-Arizona												
October-December	4.5	5.4	4.3	3.9	5.9	5.2	1/	1/	5.0	8.6	4.4	5.3
January-March	5.6	5.6	4.8	4.6	6.1	5.6	1/	1/	7.6	7.8	5.5	5.5
April-June		5.3		1/		4.8		1/		8.7		5.2
July-September		4.1		3.6		3.7		1/		2.9		4.6
All grapefruit 2/												
October-December	5.1	5.1	4.3	4.2	6.0	5.6	5.5	5.5	5.4	6.1	4.3	4.6
January-March	5.7	5.5	4.9	4.5	6.4	6.1	5.9	5.6	6.3	6.5	5.4	5.5
April-June		4.7		4.0		5.0		5.0		5.3		4.9
July-September		4.0		3.7		4.0		3.9		3.2		4.6
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	18.7	16.6	29.1	27.8	21.8	16.2	14.4	14.2	5.8	6.3	4.3	2.8
January-March	31.7	25.8	49.6	44.8	37.8	27.0	23.1	19.2	11.4	9.5	7.1	2.9
April-June		17.4		29.5		16.9		13.5		9.6		2.9
July-September		2.2		3.0		1.9		3.3		1/		1/
California-Arizona												
October-December	2.0	3.1	1.9	1.1	1.1	2.1	1/	1/	1.5	3.3	8.6	18.3
January-March	3.5	4.4	1.4	1.1	1.4	1.9	1/	1/	2.4	3.4	24.3	30.3
April-June		3.1		1/		1.0		1/		2.7		23.1
July-September		1.7		1.2		1.3		1/		1.0		8.3
All grapefruit 2/												
October-December	32.1	32.0	40.0	38.9	39.8	38.8	20.6	21.1	23.7	23.9	23.7	27.5
January-March	50.8	49.2	58.9	56.3	64.8	62.5	29.1	26.4	42.3	46.3	50.0	49.5
April-June		30.8		38.2		32.8		19.1		24.3		38.9
July-September		6.0		5.9		6.0		4.8		2.9		12.3

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

WHERE CONSUMERS BUY GRAPEFRUIT

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3011-56 (5) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 22.-- Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	800	634	979	881	897	777	3,012	2,654
January-March	1,248	1,050	1,651	1,470	1,598	1,140	5,110	4,130
April-June		873		765		800		2,808
July-September		143		30		106		352
Total		2,700		3,146		2,823		9,944
California-Arizona								
October-December	107	174	70	125	96	151	315	502
January-March	179	232	129	167	205	243	567	699
April-June		197		97		152		495
July-September		93		37		83		271
Total		696		426		629		1,967
All grapefruit ^{2/}								
October-December	1,598	1,582	1,453	1,441	1,528	1,492	5,165	5,121
January-March	2,506	2,637	2,305	2,286	2,495	2,141	8,205	7,874
April-June		1,881		1,134		1,355		4,955
July-September		407		98		277		955
Total		6,507		4,959		5,265		18,905

^{1/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

Table 23.-- Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

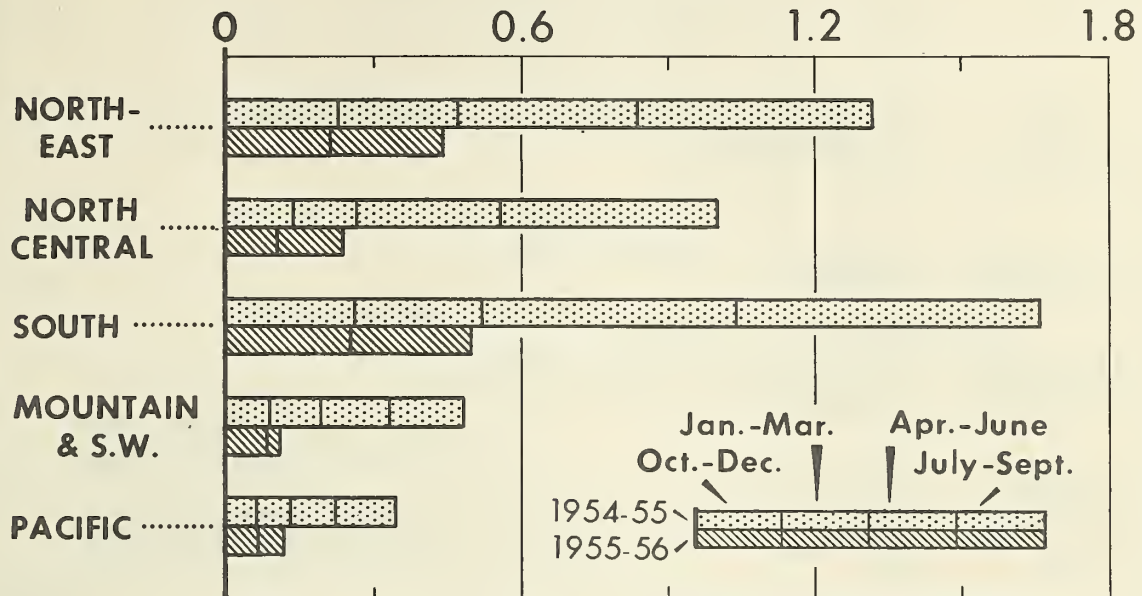
State of origin and period	Average price per dozen							
	Independent		National		Regional		All retail	
	groceries		chains		chains		outlets ^{1/}	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	85.2	86.4	74.6	77.0	81.5	82.9	79.3	80.9
January-March	86.0	83.7	71.4	72.6	81.3	81.8	77.8	78.0
April-June		91.4		90.3		97.2		91.7
July-September		112.0		122.8		123.5		113.7
California-Arizona								
October-December	97.1	82.6	89.5	72.0	94.1	74.6	93.4	74.8
January-March	82.8	80.2	76.3	71.4	66.7	69.9	75.3	73.0
April-June		87.4		91.1		85.7		84.2
July-September		111.8		134.9		98.4		105.1
All grapefruit ^{2/}								
October-December	86.0	84.1	76.6	77.9	81.6	79.5	80.9	79.7
January-March	79.3	78.5	71.5	72.9	77.3	76.0	75.4	75.5
April-June		90.9		91.7		95.2		90.5
July-September		109.5		130.2		110.5		108.2
	Average size of purchase							
	Units		Units		Units		Units	
	Units		Units		Units		Units	
	Units		Units		Units		Units	
Florida								
October-December	4.8	4.8	5.6	5.4	4.7	4.5	5.2	5.1
January-March	4.9	4.8	6.2	5.8	5.0	4.8	5.6	5.3
April-June		4.5		4.9		4.1		4.6
July-September		3.9		3.5		3.5		4.0
California-Arizona								
October-December	4.0	4.9	5.8	5.9	4.3	4.7	4.5	5.4
January-March	5.0	5.2	6.9	6.2	5.2	5.2	5.6	5.6
April-June		5.3		5.4		4.4		5.3
July-September		3.7		3.6		3.9		4.1
All grapefruit ^{2/}								
October-December	4.7	4.8	5.5	5.2	4.7	4.7	5.1	5.1
January-March	5.3	5.3	6.2	5.8	5.2	5.1	5.7	5.5
April-June		4.7		4.8		4.2		4.7
July-September		3.9		3.5		3.7		4.0

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

LEMON PURCHASES BY REGIONS

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3012-56(5) AGRICULTURAL MARKETING SERVICE

Figure 12

Table 24.-- Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions by quarters, October-December 1954 to date

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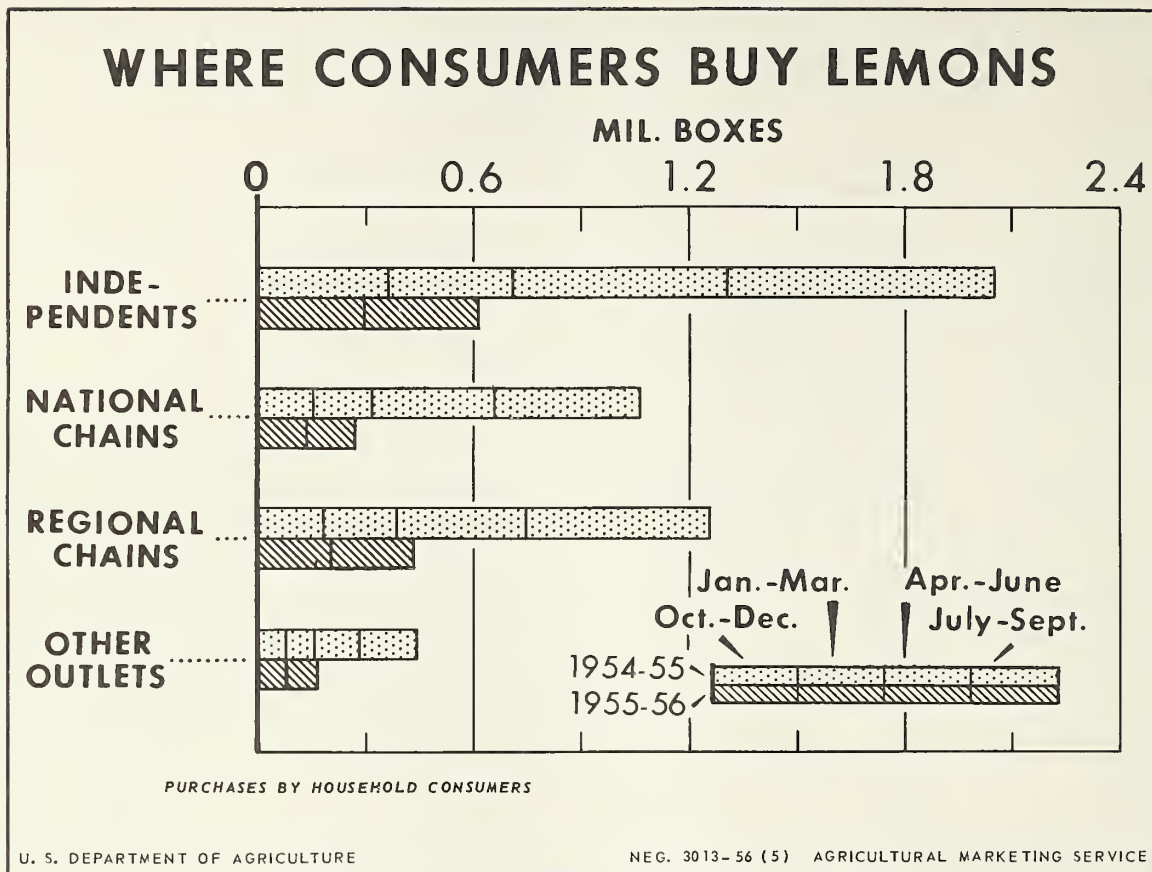


Figure 13

Table 25.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries			outlets	groceries			outlets	groceries			outlets
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Units	Units	Units	Units
	boxes	boxes	boxes	boxes								
1954-55												
October-December	366	155	189	785	45.0	47.3	48.3	45.6	6.2	5.7	5.8	6.1
January-March	351	164	195	798	44.4	44.5	46.1	44.2	6.0	5.9	6.1	6.1
April-June	593	337	368	1,414	41.7	40.6	41.0	41.1	7.1	7.4	7.2	7.2
July-September	740	406	504	1,817	42.7	41.7	41.7	41.9	7.7	7.6	7.8	7.7
Total	2,050	1,062	1,256	4,814								
1955-56												
October-December	298	135	202	713	45.1	47.3	47.1	45.6	6.2	5.8	6.2	6.2
January-March	316	143	237	779	45.9	48.0	47.0	46.2	6.0	5.5	6.0	5.9
April-June												
July-September												
Total												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

Table 26.- Tangerines: Consumer purchases, average prices paid, average size of purchase, and purchases per 1,000 capita, United States and regions, selected quarters 1954 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	2,075	904	600	433	79	59	32.7	33.8	33.6	26.9	39.7	43.5
January-March	2,006	878	608	377	66	77	27.2	28.8	26.1	21.7	35.0	38.9
1955-56												
October-December	1,644	670	529	315	63	67	39.3	41.8	39.6	32.2	47.0	43.9
January-March	1,640	783	446	269	65	77	32.2	34.5	29.9	25.2	42.1	41.2
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1954-55												
October-December	12.6	11.6	13.2	15.6	9.4	9.2	12.9	20.6	13.1	11.4	4.7	3.7
January-March	13.7	12.9	14.9	16.5	9.8	9.7	12.5	20.2	13.3	9.7	4.0	4.8
1955-56												
October-December	11.8	10.4	12.8	15.5	8.7	9.7	10.2	15.2	11.5	8.1	3.9	4.2
January-March	12.5	11.3	14.2	15.1	9.9	10.4	10.2	17.8	9.7	7.0	3.8	4.8

Table 27.-- Tangerines: Consumer purchases, average price paid and average size of purchase, United States by type of retail outlet, selected quarters 1954 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1954-55												
October-December	670	509	613	2,075	35.8	31.5	32.4	32.7	12.3	12.0	12.2	12.6
January-March	705	419	547	2,006	28.8	26.7	26.9	27.2	13.2	12.9	13.4	13.7
1955-56												
October-December	530	404	481	1,644	41.2	38.8	39.0	39.3	11.8	11.5	11.2	11.8
January-March	509	397	471	1,640	35.9	29.2	31.3	32.2	11.8	13.0	12.3	12.5

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.



